



**The Trademark Standing Committee of the Intellectual Property Section
of the State Bar of California presents the following Tele-Seminar:**

**Valuing Music, Celebrity and Entertainment
Trademarks and other Intellectual Property in
Litigation and During the Deal**

**Tele-Seminar Date: Wednesday, January 19, 2005
Program Time: 12:00-1:30 p.m.**

The Trademark Standing Committee has assembled a first-rate group of experts to present and explain the methodologies for valuing trademarks and other intellectual property rights, both in the transactional setting and as damages in litigation. The experts will use a series of case studies to illustrate these concepts, and to provide concrete examples and practice pointers.

Panelists Include:

Dr. Michael Einhorn—Dr. Einhorn holds a Ph.D. in Economics from Yale University, and is an economic expert active in the areas of antitrust, intellectual property, media, entertainment, licensing, and valuation. He also is the author of the book Media, Technology, and Copyright: Integrating Law and Economics

Weston Anson—Chairman of CONSOR® Intellectual Asset Management. Mr. Anson holds an MBA from Harvard University and has published over 100 articles in the United States and overseas regarding intellectual property and licensing, and has performed valuations of hundreds of intellectual property components.

The cost to register for this program is \$25 per person. Participants will be sent the call-in details when we receive your registration. 1.5 hours of CLE credit will be offered. Please complete the attached registration form and send or fax to Program Registrations at The State Bar of California.

For registration information, call 415-538-2508. For Section information, call 415-538-2554. The Intellectual Property Law Section of the State Bar of California is a State Bar of California approved MCLE provider.

REGISTRATION FORM

The Trademark Standing Committee of the Intellectual Property Section of the State Bar of California Presents its Latest Brown-Bag Luncheon Tele-Seminar:

Valuing Music, Celebrity and Entertainment Trademarks and other Intellectual Property in Litigation and During the Deal

Date: Wednesday, January 19, 2005

Time: 12:00-1:30 p.m.

Name _____

California State Bar Number _____

Firm _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Registration Fee: \$25

(Telephone number and access code will be provided upon receipt of payment and registration form.)

PAYMENT INFORMATION:

By Credit Card:

I authorize The State Bar of California to charge my program registration fee to my VISA or MasterCard account. (No other credit card will be accepted.)

Account Number _____ Exp. Date _____

Cardholder's Name _____

Cardholder's Signature _____

By Check:

Make checks payable to The State Bar of California.

Send your registration form and payment to:

Program Registrations, The State Bar of California, 180 Howard Street, San Francisco, CA 94105

Or fax to: Program Registrations at 415-538-2368 (Credit card information is mandatory if registering via fax).

